IN THE CLAIMS

Please amend the claims as follows:

1.   (original)   A display controller, comprising:

a processor (62) for providing row selection signals for a display comprising M rows of pixels, wherein the row selection signals comprise a respective row selection pulse (52, 54, 56) for each row, and the row selection pulses (52, 54, 56) have respective durations (t_1, t_2, t_3 … t_M) that increase from the pulse for row 1 to the pulse for row M, the increase in the pulse duration being one of the following:

(a) on a row-by-row basis; or

(b) on a set of rows-by-set of rows basis, where a set of rows comprises plural consecutive rows; or

(c) on a mixture of a row-by-row basis and a set of rows-by-set of rows basis, where a set of rows comprises plural consecutive rows.

2.   (original)   A display controller according to claim 1, wherein the processor (62) is further for receiving image data (72) for the display, and retiming the image data (72) for

synchronisation with the increase in the row selection pulse
duration.

3.　(original)　A display controller according to claim 2,
further comprising a buffer (64), wherein the buffer (64) and the
processor (62) are arranged for the processor (62) to retime the
data by writing incoming data (72) in to the buffer　(64) at the
rate the incoming data (72) is received and reading the data out
from the buffer (64) at a row rate corresponding to the increase in
the row selection pulse duration.

4.　(currently amended)　A display controller according to ~~any
of claims 1 to 3~~claim 1, wherein the number of rows in a given set
is less than the number of rows in one or more preceding sets.

5.　(currently amended)　A display controller according to ~~any
of claims 1 to 4~~claim 1, wherein the total duration of the row
selection pulses for all the rows is substantially equal to a frame
time, less a setting up time for a frame, of the display.

6.　(original)　A display device, comprising an array of
pixels arranged in M rows and N columns, a row driver circuit (30),
and a display controller (40), the display controller (40) being

arranged to provide row selection pulses (52, 54, 56) to the row
driver circuit (30), the row selection pulses (52, 54, 56) having
respective durations (t_1, t_2, t_3 … t_M) that increase from the pulse
for row 1 to the pulse for row M, the increase in the pulse
duration being one of the following:

(a) on a row-by-row basis; or

(b) on a set of rows-by-set of rows basis, where a set of rows
comprises plural consecutive rows; or

(c) on a mixture of a row-by-row basis and a set of rows-by-
set of rows basis, where a set of rows comprises plural consecutive
rows.

7.   (original)   A display device according to claim 6, wherein
the processor (62) is further for receiving image data (72) for the
display, and retiming the image data (72) for synchronisation with
the increase in the row selection pulse duration.

8.   (original)   A display device according to claim 7, further
comprising a buffer (64), wherein the buffer (64) and the processor
(62) are arranged for the processor (62) to retime the data (72) by
writing incoming data (72) in to the buffer (64) at the rate the
incoming data (72) is received and reading the data out from the

buffer (64) at a row rate corresponding to the increase in the row selection pulse duration.

9.   (currently amended)   A display device according to ~~any of claims 6 to 8~~claim 6, wherein the number of rows in a given set is less than the number of rows in one or more preceding sets.

10.   (currently amended)   A display device according to ~~any of claims 6 to 9~~claim 6, wherein the total duration of the row selection pulses for all the rows is substantially equal to a frame time, less a setting up time for a frame, of the display.

11.   (original)   A method of driving a display device, the display device comprising an array of pixels arranged in M rows and N columns, the method comprising:

providing row selection pulses (52, 54, 56) to each row in turn, the row selection pulses (52, 54, 56) having respective durations $(t_1, t_2, t_3 ... t_M)$ that increase from the pulse for row 1 to the pulse for row M, the increase in the pulse duration being one of the following:

(a) on a row-by-row basis; or

(b) on a set of rows-by-set of rows basis, where a set of rows comprises plural consecutive rows; or

(c) on a mixture of a row-by-row basis and a set of rows-by-set of rows basis, where a set of rows comprises plural consecutive rows.

12.   (original)   A method of driving a display device according to claim 11, further comprising retiming image data (72) for synchronisation with the increase in the row selection pulse duration.

13.   (original)   A method of driving a display device according to claim12, wherein the step of retiming image data (72) comprises writing incoming data (72) in to a buffer (64) at the rate the incoming data (72) is received and reading the data out from the buffer (64) at a row rate corresponding to the increase in the row selection pulse.

14.   (currently amended)   A method of driving a display device according to ~~any of claims 11 to 13~~claim 11, wherein the number of rows in a given set is less than the number of rows in one or more preceding sets.

15.   (currently amended)   A method of driving a display device according to ~~any of claims 11 to 14~~claim 11, wherein the total

duration of the row selection pulses for all the rows is substantially equal to a frame time, less a setting up time for a frame, of the display.